

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
31 December 2003 (31.12.2003)

PCT

(10) International Publication Number
WO 2004/002143 A1

(51) International Patent Classification⁷: **H04N 5/66,**
G02F 1/13

(21) International Application Number:
PCT/NZ2003/000132

(22) International Filing Date: 25 June 2003 (25.06.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
517713 25 June 2002 (25.06.2002) NZ.

(71) Applicant (for all designated States except US): **DEEP VIDEO IMAGING LIMITED** [NZ/NZ]; Airport Road, Mystery Creek, RD 2, Hamilton 2021 (NZ).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **EVANICKY, Daniel,** E. [US/US]; 5616 Bellagio Drive, San Jose, CA 95118 (US).

(74) Common Representative: **DEEP VIDEO IMAGING LIMITED**; Airport Road, Mystery Creek, RD 2, Hamilton 2021 (NZ).

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

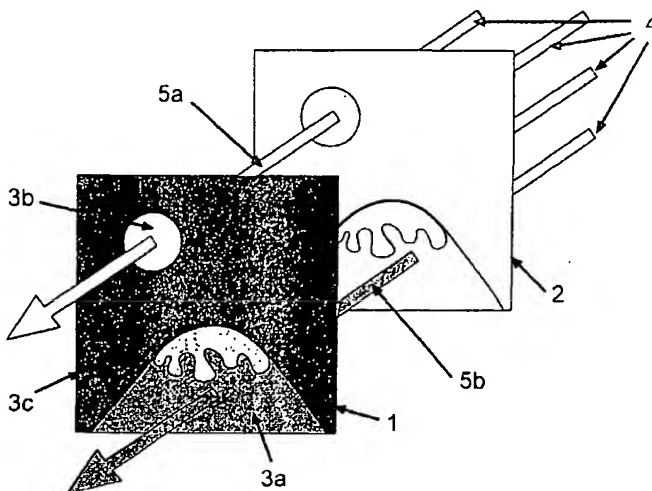
(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: **ENHANCED VIEWING EXPERIENCE OF A DISPLAY THROUGH LOCALISED DYNAMIC CONTROL OF BACKGROUND LIGHTING LEVEL**



(57) **Abstract:** A method of controlling brightness, colour, hue, colour temperature, gamma response or contrast of at least one image for display on a multi-layer display device characterized by carrying out the steps of: receiving said at least one image(s) to be displayed, detecting the brightness, colour, hue, colour temperature, gamma response or contrast of said image(s) to be displayed, determining the transmissivity of each layer of the multi layer display device in the localized area of said image(s) to achieve the brightness, colour, hue, colour temperature, gamma response and/or contrast detected or received, communicating the determined transmissivity of each layer of the multi layer display device in the localized area of said image(s) to a display device or storage device. A software device designed to do the same and a display device which can be utilized to controlling brightness, colour, hue, colour temperature, gamma response or contrast of at least one image.

BEST AVAILABLE COPY

WO 2004/002143 A1